

REMARKS

Applicants acknowledge receipt of a restriction requirement dated October 31, 2005.

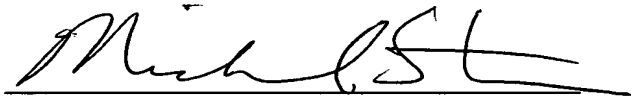
Claims 1-30 were restricted as follows:

- Group I: Claims 1-28 drawn to a method for determining customer motivation in an on-line shopping session through determining whether the purchased product is related to a prime motivator product, classified in class 705, subclass 26.
- Group II: Claim 29, drawn to a method of determining customer motivations through recording the times associated with each purchase selection throughout an online shopping session, classified in class 705, subclass 26.
- Group III: Claim 30, drawn to a method of determining customer motivation through maintaining a web page count and recording the web page count associated with purchase selections, classified in class 705, subclass 26.

Applicants respectfully point out that claims 11, 16, and 21 were cancelled in a preliminary amendment filed June 22, 2004.

Applicants hereby elect Group I, encompassing claims 1-10, 12-15, 17-20, and 22-28 without traverse. Applicants have amended claims 15 and 20.

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